

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2016/2017

**BMK2864 - PRODUCT PLANNING & MANAGEMENT**

(All sections / Groups)

11 OCTOBER 2016  
14:30 p.m. – 16:30 p.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page with 5 Questions only (excluding the cover page).
2. Answer All **FIVE (5)** questions.
3. The distribution of the marks for each question is given.
4. Please write your answers in the **Answer Booklet** provided.

**QUESTION 1**

Briefly explain with examples the terms: new products process, product innovation charter, and product portfolio management.

(Total: 20 marks)

**QUESTION 2**

What are the various ways of implementing the first to market strategy? Explain with examples.

(Total: 20 marks)

**QUESTION 3**

With reference to the various considerations in concept testing research, describe the real-time response survey procedure.

(Total: 20 marks)

**QUESTION 4**

What are some of the considerations to keep in mind when developing sales-forecast? Explain.

(Total: 20 marks)

**QUESTION 5**

Describe direct marketing and minimarkets as methods of market testing and list their advantages.

(Total: 20 marks)

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